

Central Jersey NARI

Newsletter of the Central Jersey Chapter of the National Association of the Remodeling Industry. Serving the professional remodeling contractor and associate companies in Central Jersey.



NARI[®]
NATIONAL ASSOCIATION OF
THE REMODELING INDUSTRY
CENTRAL JERSEY
CHAPTER

2010 Officers

PRESIDENT:

Robert Faucett, CR
R. Faucett Construction, Inc.

VICE PRESIDENT:

Patrick Chrustinsky
Perfect Connections, Inc.

TREASURER:

Michael Torrey
Smart Business Services

SECRETARY:

Greg Porraro
Porraro Associates

BOARD OF DIRECTORS:

Programs Chair

Kelley Evens
Aurora Kitchens & Interiors

Membership Chair

Michael O'Brien
PaintTek

Marketing Chair

Mark Glidden
Stone Glidden

EXECUTIVE DIRECTOR

Renée Rewiski
908-442-6040

Dec. 15 Membership Meeting

How to Value your Business whether Preparing to Sell Now, or Later!

Richard Ludlow of Stony Hill Business Brokers will explain How to Value your Business, and How to Achieve Goals that will prepare your business for sale in the future! Even if you are not thinking of selling your business at this time, you will learn what is critical for making your company desirable when you are ready to retire!

Pella Windowcenter, 925 Route 202 South, Branchburg, 08876
6 p.m.; dinner will be served

\$20 members; \$25 nonmembers; prospects first meeting is Free!
Register online at www.cjnari.org

MARK YOUR CALENDARS

Contractor of the Year Awards Dinner

Friday, Jan. 21, 2011

Celebrate Achievements in Remodeling Excellence
by members of Central Jersey NARI. Plan to attend the CotY Awards
Dinner at 6:30 p.m. Maggiano's Little Italy, Bridgewater Commons,

Bridgewater, NJ. Cost is \$75 per person.

Make your reservations today at www.cjnari.org

Questions? Call Renée at 908-442-6040

Contractor of the Year Awards

Chapter Awards Due Dec. 15

Bring Binders to the Meeting!

Proposed 2011 Slate of Officers and Board of Directors

The following 2011 Slate of Officers:

President –Patrick Chrustinsky, Perfect Connections, Inc.

Vice President – Greg Porraro, Porraro Associates

Treasurer – Michael Torrey, Smart Business Services

Secretary – Kelley Evens, Aurora Kitchens & Interiors

The Proposed Board of Directors include:

Chairman (automatic past president) — Robert Faucett, R. Faucett Construction

Directors — Mark Glidden, Stone Glidden; Michael O'Brien, PaintTek; James Snell, Pella Windows and Doors.

The slate of Officers and Board of Directors were announced at the Nov. 17, 2010 General Membership Meeting and nominations from the floor were requested. No additional nominations were made so the slate of Officers and Board of Directors will be voted upon at the Dec. 15, 2010 meeting.

Does Soft Marketing Really Work? You Bet!

Adapted from Remodelers Advantage PowerTips Newsletter. Sign up today at www.RemodelersAdvantage.com

When money is tight, it can be hard to invest in what some business owners might consider soft marketing like relationship building parties and events. But for longtime Roundtables member, Steve Rehder, it was worth every penny. Here's his story.

When Rehder Construction, Inc., turned 30 this year, company president and CEO Steve Rehder and his staff celebrated the anniversary with a catered party that united long-time clients and trade contractors in toasting the company's longevity—and garnered the company some leads, too.

Well before the August 27 anniversary date, Rehder's staff printed invitations and mailed them to all of the company's past and current clients and key suppliers. "We made sure to invite our subs, too, because some of them have been with us 30 years," says Rehder.

The party was staged at the company's office in Campbell, CA. Twice the number of people who had RSVPed showed up. "We were amazed at the turnout," Rehder recalls. "We'd hoped for 30 or 40 people—and instead 80 guests attended."

There was plenty of food for everyone and lots of giveaways and door prizes, too. After guests wrote their contact information in a sign-in book, they were each given a raffle ticket. During the party, Rehder and his staff gave raffle winners coupons for free dinners at a local restaurant, free carwashes, bottles of wine, company shirts and vouchers for 3 hours of handyman work.

Guests mingled and chatted with each other—and provided testimonials about the company to new clients. "We invited a brand-new client whose kitchen we redid," says Rehder. "She quizzed people at the event about the company and later told my secretary, 'Thanks so much for inviting me. This really solidified everything I've heard about your company.'"

After the party, Rehder wrote personal thank-you notes to each guest and mentioned the company's referral program. "We got one lead right off the bat," says the remodeler. "After she received the thank-you letter, a client called me up and said, 'I have a friend in Palo Alto who wants a second-story addition, too.'"

The good will continued after the event. "My staff and I had a blast at the party and the crew enjoyed visiting with the clients," says Rehder. "It wasn't originally in our budget to have an anniversary party. I thought, 'It's going to cost some money, but it will be worth it.' And it was."